

To: Duszynski, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Myers, Keith, McMahon, Todd, Ridge, Robert, Burrows, Robert, Westenberger, R, Keeney, David, Jurgensen, Kurt T., Leonard, John M., Kight, Earl, Callaghan, Stephen W., Macleod, Stephen, Mclean, James J., Eckardt, Diane C.
From: Natale, Fray
Posted: 5/17/96 16:05
Opened: 5/17/96 16:05
Subject: PM JUNE JULY PROM

LADIES AND GENTLEMEN,

THE ATTACHED FSC LETTERS ADDRESS PMS' JUNE JULY PROMO AND RJR RESPONSE.

THE GAP STRATEGY REMAINS THE SAME. IT IS ONLY REINFORCED BY THIS LETTER.

OUR PLAN WILL BE BUILT AT MODAYS' MEETING WITH DMS AND KAMS AND THEN COMMUNICATED OUT. BE PREPARED TO DISCUSS TACTICS i.e. PREBOOKING BUYDOWNS ETC.

I HAVE ALSO FORWARDED FSC 87A. THIS LETTER WAS BEING HELD FOR DISCUSSION AT MONDAYS MEETING. GUIDELINE # 1 LIMITING US TO ONE WEEKS WORTH OF PROMOTED PRODUCT CAN BE IGNORED AS THIS IS CONTRADICTORY TO OUR P.M. DEFENSE PLAN.

THANKS
FRAY

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